



Governor's Complete Count Commission



MEETING MINUTES – DATA AND TECHNOLOGY SUBCOMMITTEE

Date of Meeting Wednesday, September 11, 2019

Meeting Facilitator Kim Cloud

Meeting Location DTI – William Penn Building, 801 Silver Lake Blvd, Dover, DE 19904

1. OBJECTIVE OF THE MEETING

Monthly meeting of the Census Complete Count Commission Data and Technology Subcommittee

2. ATTENDANCE AT MEETING

<i>Name</i>	<i>Department /Division</i>	<i>Name</i>	<i>Department/Division</i>
<input checked="" type="checkbox"/> James Collins	DTI, Chair	<input checked="" type="checkbox"/> Kim Cloud	DTI, Co-Chair
<input checked="" type="checkbox"/> Steve Bayer	OSPC	<input checked="" type="checkbox"/> Annie Norman	Libraries
<input checked="" type="checkbox"/> Miriam Pomilio	OSPC	<input checked="" type="checkbox"/> Debbie Sullivan	DTI
<input checked="" type="checkbox"/> Eli Turkel	UD-IPA	<input type="checkbox"/> Sean O'Neill	UD-IPA
(phone only)			
<input checked="" type="checkbox"/> Laura Wisniewski	Lt. Governor		

3. AGENDA

- Introductions
- Charter/Mission Statement
- Commission meeting update (Laura Wisniewski)
- Draft Web site review - <https://censuswp.test.gic.dos.state.de.us/>
 - What do we want to include?
 - FAQs
- Review existing Delaware Census story map & apps
 - Changes to make
 - What other maps do we want to produce?
- Open Discussion
- Wrap-Up



4. MEETING NOTES, DECISIONS, ISSUES

- Meeting started at 10:05
- Charter Discussion & Brainstorming
 - Expect committees to continue to meet until June, past the completion of the census.
 - Low response rate & follow ups post 4/1. Considered self-responding up to 90 days after the census.
 - Need a way to make the Commission aware of how data can help their processes – need a way to let them know what data we have.
 - Do we currently have any datasets that we can send to the other committees to help their work? [Kim will send links to the committee of what we currently have. (Action item)]
 - Annie – We can make some assumptions on what other committees need and provide seed questions.
 - Come up with a list of 4-5 questions for other chairs (Action Item)
 - Hard to count subcommittee – setting up ambassador program and they identified several hard to count populations. Approximately 30 ambassadors being hired.
 - Miriam – Can use Survey 1-2-3 for public outreach and dashboard to see what areas the ambassadors have gone to.
 - Annie – Who are our likely partners. Where are the ambassadors and places we can go to help them.
 - Laura – OMB is interested in how many people we have contacted. OMB wants metrics to make sure we are reaching people and doing what they are tasked with.
 - James – How can we compare projected vs. actual. Tracking touch points. For example, 2 touches in these areas and maybe 4 touches in hard to count areas.
 - Need to track what kind of interaction we have.
 - We need a process other committees can give information to us and we present back to the commission.
 - Steve – There is a lag between when the census is taken and when feedback comes back from the Census Bureau.
 - Annie – What was the contact and what was their response.
 - We have 2 primary goals – to raise awareness of the 2020 Census, and help facilitate the overall response to the Census.
 - We need the stories with the encounters to help identify common barriers.
 - SB – Need feedback from ambassadors.
 - Laura – New Castle County & Wilmington have ambassadors baked in to their commissions.
- Charter Approval
 - Add an objective to the charter: Facilitate data collection to keep commission informed of census awareness efforts.
 - James Collins made motion to approve as ammended. Miriam Pomilio seconded. Motion passed unanimously.



4. MEETING NOTES, DECISIONS, ISSUES

Brainstorming – requirements for field application and/or questionnaire:

- What
- When
- How many people
- Type of Contact
- Feedback/notes
- What kind of computer access do they have
- Event – what, how many, where, what were common barriers
- Individual – type of person, concerns, do they plan to participate, if not, why not?

• Commission Update (Laura)

- Budget was a hot topic in the last meeting.
- Budget requests have to be made to the Commission. Anything they vote on will go into the January 1 report.
- Commission will be meeting monthly from here on out.
- Census Director coming to the State on September 23rd.
- Would like to release the website in conjunction with the Census director visit.
- All budget requests require a plan. What it is, what the benefits are.

• Review of Delaware draft website and other State Census web sites.

- Libraries – Have to have a library card or guest pass to use a computer.
 - Need a map of areas to get computer access to distribute.
 - They will be doing a mobile van with devices to help citizens fill out the survey.
- Laura – Communication subscriptions – trying to get people to sign up for text messages or e-mail notifications. The tools in the current site will send an e-mail to Laura when someone subscribes and she will have to manually enter their information into a spreadsheet for tracking. Not sure how follow up communications will be distributed.
- Social media will be important for outreach.
- Reviewed HUB sites from other states. Sites included the functionality that the Commission wants/needs. Apps can be configured to capture the metrics that OMB requires, and automated e-mail tools are included.
- Subcommittee requested updated estimates for the HUB premium software and site configuration from esri and recommend submitting a budget request to the commission. (Action item).
- Benefits of HUB – it has the ability to track metrics, interactions, communication tools, real-time tracking and multi-purpose.

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- 11:45 – Motion to adjourn – Miriam Pomilio, seconded by Laura
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5. ACTION ITEMS

<i>Assigned to</i>	<i>Item</i>	<i>Due Date</i>	<i>Status</i>
Kim Cloud	Send link to existing GIC website to committee		
Laura W.	Send list of hard to count areas and special populations.		
Laura W.	Send list of other web sites that have popped up through the State (NCC, Wilmington, etc.)		
Laura W.	Update the list of Commission members on the web site.		
Kim Cloud	Send maps to Laura		
Kim Cloud	Get estimats from esri for HUB license and professional services.	9/17/19	Complete
Kim Cloud	Put together plan for next Commission meeting	9/17/19	Complete

6. NEXT MEETING

<i>Date:</i> 10/9/19	<i>Time:</i> 1:30-3:30	<i>Location:</i>	<i>DTI Conference Room A&B</i> <i>801 Silver Lake Blvd.</i> <i>Dover, DE 19904</i>
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